Guidelines

Please read the current Guidelines prior to starting the application: 2021-2022 General Program Support Grant Guidelines

Application Type

Proposal Type: Discipline-Based

Funding Category: Level 3

Discipline: Multidisciplinary

Proposal Title: General Program Support 2021
B. Contacts (Applicant Information)

Applicant Information

- **Organization Name:** ArtServe, Inc.
- **FEID:** 65-0058919
- **Phone number:** 954.462.8190
- **Principal Address:** 1350 E. Sunrise Blvd. Fort Lauderdale, 33304-2807
- **Mailing Address:** 1350 E. Sunrise Blvd. Fort Lauderdale, 33304-2807
- **Website:** www.artserve.org
- **Organization Type:** Nonprofit Organization
- **Organization Category:** Other
- **County:** Broward
- **DUNS number:** 946097367
- **Fiscal Year End Date:**

1. **Grant Contact** *

   **First Name**
   Craig W.

   **Last Name**
   Johnson

   **Phone**
   954.462.8190

   **Email**
   craigwj@artserve.org

2. **Additional Contact** *

   **First Name**
   Jon
Last Name
Goldstein

Phone
954.462.8190

Email
accounting@artserve.org

3. Authorized Official *

First Name
Craig W.

Last Name
Johnson

Phone
954.462.8190

Email
craigwj@artserve.org

4. National Endowment for the Arts Descriptors

4.1. Applicant Status
Organization - Nonprofit

4.2. Institution Type
Arts Center

4.3. Applicant Discipline
Multidisciplinary

5. Department Name
C. Eligibility  

1. What is the legal status of the applicant? *  
   - Public Entity  
   - Nonprofit, Tax-Exempt  
   - Solo or Individual artists or unincorporated performing company  
   - Other (not an eligible response)  

2. Are proposed activities accessible to all members of the public? *  
   - Yes (required for eligibility)  
   - No  

3. Do proposed activities occur between 7/1/2020 - 6/30/2021? *  
   - Yes (required for eligibility)  
   - No  

4. How many years of completed programming does the applicant have? *  
   - Less than 1 year  
   - 1-2 years  
   - 3 or more years (required minimum to request more than $50,000 in GPS)  

5. Multi Disciplinary*  
   - Yes (If yes, you should apply to the Presenting discipline)  
   - No (required for eligibility)
D. Excellence  Page 4 of 10

1. Applicant Mission Statement - (Maximum characters 500.) *

MISSION: Serving the community by fostering artistic growth.

OVERVIEW: For 30 years, ArtServe has cultivated Broward County's arts ecosystem. One of the nation's original 6 arts incubators, ArtServe provides critical resources, education and opportunities for creatives of all backgrounds to successfully enter the arts industry. ArtServe's new strategic plan leverages the arts a supercharger for improving the lives of Broward County residents by generating positive, evidence-based outcomes in areas of equity, health/human services, childhood education and environmental responsibility.

2. Proposal Description

Describe the project or program for which you are requesting funding. Include goals, fully measurable objectives, activities, partnerships/collaborations, and a timeline. If you are an LAA or SSO, please include a statement that describes the services provided to your audience (including membership) and how those services are provided.

2.1. Goals, Objectives, and Activities - (Maximum characters 5000.)

Goals: Broad statements that are usually general, abstract, issue oriented with realistic priorities. Goals are a long-term end to which programs and activities are developed and should reflect the organization’s mission statement. Goals can be listed in priority order and ranked.

Objectives: Specific, measurable ends that are achievable within a time frame and mark progress towards achieving goals.

Activities: These are the specific activities that achieve the objectives.

ArtServe’s new vision connects its creative work directly to the social, cultural, environmental and economic needs of the community. The vision fosters perpetual relevance with a fresh strategic plan outlining the following:

I. Audience Development and Growth

Goal: ArtServe will achieve greater visibility as a leader in arts incubation, education and presentation.

Objective: To increase audience participation and donations by 20%, relative to last year.

Activities:

• ArtServe is working with a marketing agency to launch an organizational re-branding across all public platforms.
• A marketing and public relations strategy will vivify elements of ArtServe’s new vision and programs, targeting diverse audiences, exciting potential donors and enticing artists of all disciplines to participate in activities.

• ArtServe’s www.ArtsCalendar.com is an online platform providing free calendar listings and promotion to arts groups, while bringing exposure to ArtServe.

• The Cooperative Marketing Program, which pools aggregate media buys to negotiate the lowest possible rates for arts organizations, continues to bring significant attention to ArtServe and also assists cultural groups in expanding their reach.

• In 2020, the Marketing Program will place special focus on artists and cultural groups that target minority populations, allowing ArtServe to reach new audiences.

II. Excellence in Arts

Goal: ArtServe will further enhance its reputation as an incubator of excellent art that is recognized as significant and relevant by industry professionals and the community at large.

Objective: To engage no less than 3,000 of the area’s emerging and established artists in the presentation of socially-relevant, multi-disciplinary work.

Activities:

• ArtServe’s new artistic plan is built on collaborations and partnerships, designed to support the delivery of excellent artistic products.

• In addition to 115 smaller exhibitions, ArtServe will present 5 featured, multi-disciplinary exhibitions produced by 50 of the area’s most talented artists, 4 guest curators, and showcasing work from thousands of local artists.

• Featured exhibitions include immersive explorations of the African diaspora, Native American culture, women’s history and environmental awareness. Media attention is already growing, and critical reviews are expected to be wholly positive.

• ArtServe will increase Art in Public Places at businesses, civic centers, and hotels, making art available for enjoyment and purchase by new audiences.

• In 2020, the organization will focus on building its residency program, offering affordable and private studio spaces for 20 artists.

III. Outstanding Education Programs

Goal: ArtServe will further enhance the quality, content and diversity of its education programs to maintain its position as a nationally-recognized model for arts incubation and education.

Objective: To deliver 12 high-quality workshops, 12 professional lectures, 15 expertly-taught community classes and a curriculum-based arts outreach initiative.

Activities:

• ArtServe’s education plan includes program content that meets the professional and/or artistic needs of emerging artists, established creatives and the community at large.

• Professional-development workshops allow artists of all disciplines to develop and refine business skills that sustain their place in an evolving arts industry.
• A relationship with Broward County Public Schools will allow ArtServe to deliver curriculum-based arts education programs to at least 15 public schools.
• With support from new grant sources, ArtServe will fund educational field trips to gallery exhibitions for thousands of students.

IV. Achieving Financial Vitality for the Purpose of Expansion

Goal: ArtServe will establish itself as a financially robust organization capable of fulfilling its mission, realizing its vision and supporting a future for its artistic, educational and public service endeavors.

Objective: To increase the organization’s operating budget by 30% over the next 2 years.

Activities:
• ArtServe’s new development plan includes a comprehensive strategy based on relationship-building and fundraising training for all who interact with guests.
• The Benevon Model is actively used to build new relationships with patrons and donors.
• ArtServe’s Board Development Strategy is working to recruit new board members capable of financially supporting mission-driven activities.
• The July 2019 release of a Corporate Sponsorship Packet will allow ArtServe to secure philanthropic investments from businesses across Broward County.
• An accomplished grant writer is successfully securing funds from new agencies and foundations
• ArtServe is positioning all public events as fundraising opportunities. Careful use of emails, addresses and phone numbers allows for the continuing development of relationships and inspires ongoing engagement.

V. Continuing Education in Capacity Building

Goal: ArtServe will continually enhance and invest in the capacity building skills of its leaders, staff and board members through continuing education.

Objective: To provide 8 continuing education and 4 capacity-building workshops to board members and staff

Activities:
• ArtServe offers professional development training to its staff in areas of fundraising, management, finance, arts education, human resources, strategic planning and team-building.
• Board members meet monthly with each meeting including an educational component wherein members learn about elements of strategic planning, governance and best practices. A board retreat occurs each fall and involves extensive education in capacity-building and strategic planning.
• Volunteers complete a 12 hour training program that includes education about fundraising protocols and insures a solid understanding of their role in the organization’s strategic plan.
• Additional workshops are programmed across the year based on needs and gaps articulated by staff, artists and volunteers.
2.2. Partnerships & Collaborations - (Maximum characters 2000.)

Describe any partnerships and/or collaborations with organizations directly related to the Specific Cultural Project (SCP) or General Programming (GPS). Discuss the responsibilities and benefits of the relationship and whether any formal agreements are in place.

All of the below collaborations and partnerships maintain formal agreements.

COMMUNITY COLLABORATIONS:

• City of Fort Lauderdale's Great American Beach Party, organizing 25 artist tents that reach thousands of visitors and generate new leads.

• The W Hotel, arranging live painting events, where ArtServe reaches tourists and hotel patrons can purchase art.

• City of Pembroke Pines, to present art and performers for ArtFest in the Pines, allowing ArtServe to gain new leads for members, patrons and donors.

• Feeding South Florida, presenting an art contest to raise awareness about childhood hunger, allowing ArtServe to accomplish its public service goals.

• Slow Burn Theater, to create outdoor murals that promote a theater series, while ArtServe gains public recognition.

• Arte Que Salva, arranging an art auction to raise funds for children impacted by natural disasters.

• City of Fort Lauderdale, turning blighted city blocks into vibrant urban art pieces, bringing public awareness to ArtServe and cultivating donors.

• The Brazilian Chamber of Commerce and the Consulate General of Brazil in Miami, for the presentation of ArtBrazil, bringing international attention to ArtServe.

• Jason Taylor Foundation, to create the teen spoken word night and cultivate future members, patrons and arts leaders.

• Artist Cheryl Brown and Dillard High School for ArtStart program that mentors visual arts students as they work towards becoming professionals.

• Broward College, for students to perform their original one-act plays in the Fringe Festival while bringing revenue and exposure to ArtServe.

PARTNER IN ART PROGRAMS:

Community arts education programs allow ArtServe to gain new leads while achieving its
public service goals and include partnerships with:

- HANDY
- PACE Center for Girls
- Girl Noticed
- Safe Harbors
- South Florida Wellness Network
- Artists with Autism
- United Way
- Exceptional Theater Company
- Broward County Public Schools

EXHIBITION PARTNERS:

ArtServe exhibits work in these public places, raising organizational awareness and promoting individual artists:

- Holy Cross Hospital
- South Side Cultural Arts Center
- Westfield Mall
- Fort Lauderdale Chamber of Commerce
- Urban League

ArtServe exhibits work by these partners, cultivating new audiences and promoting individual artists:

- Gold Coast Watercolor Society
- ArtsUnited
- Coral Springs Art Guild
- Weston Art Guild
- 200 artists for solo exhibits

2.3. Timeline - (Maximum characters 2000.)

List timeline of activities during the grant period.

Open seven days a week, morning to night, ArtServe conducts programs and offers uninterrupted services throughout the year.

As other organizations start slowing down for the summer season, ArtServe continues to be a busy and active facility. Additionally, ongoing efforts in the community lead to new partnerships and result in increased opportunities for artists across the entire year.

All on-site community classes, exhibitions, venue rentals, cooperative marketing initiatives and residency programs occur in an ongoing manner across the grant funding period. Also included in the grant period are programs with public schools, art in public places initiatives and arts programs conducted in collaboration with community groups.

EXHIBITIONS
As ArtServe completes its new strategic plan, including a robust artistic and educational schedule of events, the organization will also be finalizing the complete exhibition series by July 1, 2019. Featured exhibitions change quarterly and include themes related to the African Diaspora, environmental responsibility, social/cultural identity and women's history. Exhibitions by hundreds of artists and partners occur monthly.

PERFORMANCE OPPORTUNITIES

ArtServe's ongoing performance series, such as the VoiceBox, Open Mic Tuesdays, multi-disciplinary showcases and Friday Jazz Jams are already scheduled and occur weekly or monthly. New partnerships are in development and will be added across the grant period.

ARTS IN EDUCATION

Teen ARTrepreneurs will once again be held from June -August, giving young people the opportunity to develop and present creative work

New partnerships with Broward County Public Schools are in progress; a Teaching Artist Program will be implemented in the next fiscal year, wherein public school students will receive arts education experiences provided by ArtServe artists.

Field trips for students from Title I public schools are also being scheduled, allowing students to visit ArtServe and experience immersive, educational exhibitions with themes ranging from environmental responsibility to the African Diaspora.

PROFESSIONAL DEVELOPMENT WORKSHOPS

Educational workshops occur monthly and are tailored to the needs of artists, as determined by questionnaires and surveys received by constituents. Dates, speakers and topics will be determined by August 2019.
E. Impact

Instructions

Do not count individuals reached through TV, radio, cable broadcast, the Internet, or other media. Include actual audience numbers based on paid/free admissions or seats filled. Avoid inflated numbers, and do not double-count repeat attendees.

Applicants to the UCCD Salary Assistance category should calculate the number of individuals benefitting based on the number of jobs the grant funds in the application is supporting. If it is only one (1) position, then the number of individuals benefitting should be one (1).

1. What is the estimated number of proposal events? *

2,200

2. What is the estimated number of opportunities for public participation? *

2,650

3. How many Adults will be engaged? *

180,000

4. How many school based youth will be engaged? *

35,000

5. How many non-school based youth will be engaged? *

25,000

6. How many artists will be directly involved? *

3,000
Total number of individuals who will be engaged?
243000

7. Select all categories that make up 25% or more of population directly benefitting (excluding broadcasts and online programming): *

☐ Children/Youth (0-18 years)
☐ Young Adults (19-24 years)
☐ Adults (25-64 years)

8. Select all categories that make up 25% or more of population directly benefitting (excluding broadcasts and online programming): *

☐ Black/African American
☐ Hispanic/Latino
☐ White

9. Additional impact/participation numbers information (optional) - (Maximum characters 500.)

Use this space to provide the panel with additional detail or information about the impact/participation numbers.

The impact numbers provided above represent data tabulated daily at ArtServe’s main facility for ArtServe-organized events, only. The facility is open every day to businesses and community groups for their own events. These activities are not tracked by ArtServe, yet increase the impact numbers dramatically.

Data for off-premise partner events are also not represented in above impact figures. For example, ArtServe annually hosts 25 artists at the Great American Beach Party on Fort Lauderdale beach; thousands of people engage with these artists, but are not reflected in the impact data counts.

10. In what counties will the project/program actually take place?

Select the counties in which the project/programming will actually occur. For example, if your organization is located in Alachua county and you are planning programming that will take place in Alachua as well as the surrounding counties of Clay and St. Johns, you will list all three counties. Please do not include counties served unless the project or programming will be physically taking place in that county. State Service Organization applicants: Select all counties that will be served by your programming.
11. Proposal Impact - (Maximum characters 3500.) *

Describe the economic impact of your organization as a whole and of the proposal in particular on your local community. Include a description of your proposal's education and outreach activities.

Organizations: Include the economic impact of your organization as a whole.

Solo Artists: Include any positive social elements and community engagement anticipated from the project.

For decades, cultural leaders and artists have turned to ArtServe as a catalyst for economic growth in the state's creative industry. ArtServe impacts every Broward city with programs reaching across the demographic spectrum of age, gender, ethnicity and economic status. ArtServe helps arts businesses thrive, reinvigorates communities and positions South Florida as cultural tourism destination.

DIRECT ECONOMIC IMPACT

• Cooperative Marketing Program delivered $591,000 into the local economy last year, with funds going directly to 60+ media outlets.
• Opportunities created by ArtServe led to more than $50,000 paid directly to local artists for sales of art or contracted performances.
• Over $365,000 is distributed into the community by ArtServe. This figure equates to jobs, consumable goods and services that fuel the economy. It does not account for the $500,000 of in-kind donations made by the organization to community groups.

ADDITIONAL IMPACT

ArtServe’s diverse services help artists turn their passion for art into viable businesses. ArtServe programs make an additional impact through:

• Professional development workshops that prepare artists to build profitable careers
• Weekly Dance/Photography/Acting/Art classes taught by member artists, who benefit directly through tuition fees
• $41,000 in sales revenue to local artists from multiple sources, including gift shop sales and ticket income
• $40,000 paid to teaching artists for community programs developed by ArtServe
• Opportunities for 3,250 artists of all genres include participation in exhibitions and events that allow them to independently sell and promote their work

Nurturing the creativity and entrepreneurial spirit of our youth empowers them to become tomorrow's successful theater companies, performing artists and arts leaders. Programs teaching teamwork, business leadership, discipline, creativity and critical thinking include:
• The VoiceBox: Spoken word program for teens that trains them to manage the program, while providing an avenue for self-expression.
• Teen ARTrepreneurs: In-depth theater arts program that mentors high school students, providing the business foundation they need to start their own production company and culminating in a two-day Short Play Festival showcasing their original works.
• ArtSTART: A collaborative mentoring program for talented visual arts students who are taught how to exhibit and sell their work. Exhibit opportunities are secured for students who are coached on how to select products, frame their work, curate, develop press kits and more.
• INTERNSHIPS: ArtServe's high school and college internship program provides opportunities for students to get hands on experience in arts administration, graphic design, marketing, video production and more.

Outreach initiatives promoting wellness and learning through art include:

• True Colors: This traveling exhibit focuses on social justice issues facing our community, including bullying, racism, and homelessness while encouraging an appreciation for diversity, inclusion and equity.
• REFLECT: This annual art exhibit involves partnerships with more than 75 social service agencies and schools that use art therapy in their curriculum. The exhibit includes a panel discussion with artists and reaches 1,500 community members.
• The Art-to-End-AIDS project uses art as a tool to help raise awareness about AIDS research and patient needs.

Tourists attending ArtServe events spend 67% more than locals. Tourism impact includes:

• Cooperative Marketing: Advertising buys totaled $150,000 in tourist-focused media.
• ArtsCalendar.com: Online cultural calendar reaches visitors from more than 120 countries.
• In FY2018 2,000 tourists attended ArtServe events, investing $400,00 in the organization and contributing over $1M to the local economy during their stay.

ArtServe works with 350 businesses, government/civic groups, and nonprofits to support the growth of arts and culture across the state. Housed within the ArtServe building are businesses and organizations that add to the organization's impact and outreach initiatives, including:

• Gold Coast Jazz Society
• Stonewall Museum
• 20 Resident Artists
• Broward County Reading Center

12. Marketing and Promotion - (Maximum characters 3500.) *

Describe the marketing/promotion/publicity plans and audience development/expansion efforts as related to the proposal. For example, include information on advertising, social media, collaboration with local organizations, brochures, etc.
Key aspects of ArtServe’s Marketing and Promotional Plan are developed in collaboration with the organization’s marketing firm and include:

- Institutional marketing and public relations initiatives, including brochures and monthly editorial content in print/digital mediums
- Programmatic marketing and public relations
- Marketing services for cultural entities supported by the organization
- Marketing training for member artists and cultural organizations so they can better promote their work, their company and their brand

For each facet of ArtServe’s operations—from exhibits and educational programs to off-site events or member projects—a comprehensive marketing plan is developed, clearly outlining goals, objectives, target audiences, budget and marketing collateral. Plans incorporate traditional marketing methods across all mediums and public relations opportunities. Standard marketing campaigns for any particular initiative include:

- Promotion on ArtServe website
- Weekly e-newsletters to 12,000+ patrons
- Radio, television, online and print media, targeted to core market
- Mailings
- Multi-platform social media marketing with clear objectives and a daily schedule for each post
- Public relations campaigns, with assistance provided by a public relations firm
- Leveraging partner networks and grassroots marketing to expand reach
- ArtsCalendar.com promotion and community calendar listings

MARKETING SUPPORT

ArtServe manages the innovative Cooperative Marketing Program (CMP) for Broward County, which provides nonprofit arts organizations and cultural groups matching funds for media planning, ad design/placement and copy writing.

Through this unique program ArtServe pools the media buying power of all County cultural groups, using the gross sum to negotiate the lowest-possible rates, thereby giving arts groups, small and large, more buying power. ArtServe’s assistance with ad creation in print, digital and broadcast mediums insures ads have maximum results. The community impact is substantial:

- MEDIA VENDORS receive a new stream of ad revenue from nonprofits that often overlook mainstream media buys due to lack of funds or experience
- ARTS GROUPS benefiting from ArtServe’s expertise are empowered with the training they need to negotiate and design effective marketing campaigns
- BROWARD COUNTY receives nearly $600,000 dispersed directly into local media outlets through ArtServe’s media placement program

Over 140 groups and media vendors participated in CMP last year. Negotiated ad rates averaged 28% lower than the prior year, allowing arts groups, museums, performing arts centers and artists to buy more for less and expand their marketing reach.

Other Marketing Platforms offered through ArtServe include:
• ARTSCALENDAR.COM is an online calendar offering free listings and promotional exposure to arts groups and artists, creating a complete public schedule of all South Florida cultural events
• ARTSCAST, a podcast showcasing artists, cultural leaders, places and events

AUDIENCE DEVELOPMENT

Marketing efforts to attract new audiences, donors and members are key to sustained, long term success. Focused efforts to cultivate participation and support include:

• HOSTING MEETINGS/EVENTS for professional, civic and nonprofit groups to expose them to ArtServe’s member artists, services and benefits. Groups include the Chamber of Commerce, Leadership Broward, Rotary Club, United Way, Association of Fundraising Professionals and others.
• LEVERAGING OFF-SITE EVENTS, such as art festivals and community celebrations to gain awareness, collect contact information and secure new leads
• DEVELOPING STRATEGIC PARTNERSHIPS to cultivate new prospects. Examples include partnerships with the Urban League of Broward County, the City of Coconut Creek and the Jason Taylor Foundation.
• DEEPENING SCHOOL PARTNERSHIPS through arts education initiatives that cultivate future ArtServe members, artists, patrons and donors
1. Fiscal Condition and Sustainability - (Maximum characters 1750.) *

Describe the fiscal condition of the organization as it relates to the successful completion of the proposal. Also describe plans to sustain the proposal activities after the grant period.

No extraordinary fiscal circumstances face the organization. Revenue is steady and allowed for facility upgrades, increased staff and program expansion over the past year, which will provide the infrastructure to generate more earned income and new revenue streams in the years to come.

New board members have helped elevate contribution levels and ArtServe's community profile. New staff positions for a General Manager and development consultant were created to specifically build more diversified and stable funding sources. Preliminary early numbers are yielding positive results.

A comprehensive 3 year strategic plan creates a blueprint for taking the organization to the next level and guides expansion of mission related activities, funding sources and capacity building.

Mindful of potential funding cuts at state and federal levels, ArtServe is utilizing a newly-implemented Strategic Fundraising Plan to bolster private donations and corporate support while taking a responsible financial posture in planning the budget for the next fiscal year.

2. Evaluation Plan - (Maximum characters 1750.) *

Briefly describe your methods and processes for gathering, analyzing, and reporting data to evaluate your programming with the purpose of improving, deciding to continue, or stopping.

ArtServe's Evaluation Plan consists of the following key elements:

1) Program data, including attendance and revenues, is collected and recorded daily. Monthly recap reports are compiled, tabulated and submitted to the County, the Board of Directors and other key staff members to monitor year-to-date status. This allows the organization to efficiently respond to deficiencies and leverage growth opportunities.

2) Guest surveys are issued monthly, both digitally and in hard copy format. Participant feedback informs organizational leaders about the impact, weaknesses and successes of each program initiative.
3) Program ROI's are analyzed annually by staff and board during the final quarter of each year, as the operating budget for the new fiscal year is developed. Programs with inadequate financial and intangible ROI's are either eliminated or re-designed.

Decisions to maintain, eliminate or re-design programs are based on the following criteria:

- Mission advancement
- Financial viability and reward
- Artistic and cultural outcomes
- Program impact in areas of innovation, audience development, diversity and inclusion

Detailed methods used to evaluate outcomes and results include:

- Surveys completed by participants, artists, partners and program leaders
- Individual interviews are conducted with members to evaluate service and need
- Monthly 'town hall' sessions are conducted with artists, members and the community to gather feedback on current programs and future needs
- An annual members meeting is conducted where the CEO and staff gather input from members
- Membership forms collect data regarding programming on an ongoing basis
- Weekly staff meetings address patron questions, concerns, needs and praise so leaders can react and respond promptly
- All data is evaluated during the annual budgeting process, where decisions are made to continue, alter, expand or launch programs

New initiatives or opportunities that arise during the fiscal year are evaluated for viability and consideration using the criteria noted above.

3. Completed Fiscal Year End Date (m/d/yyyy) *

9/30/2018

4. Operating Budget Summary

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|   | Private Support: Other   |       |       |
|   | Government Support: Federal |       |       |
|   | Government Support: State/Regional |       |       |
|   | Government Support: Local/County |       |       |
19. Applicant Cash

<table>
<thead>
<tr>
<th>D. Total Cash Income</th>
<th>$1,686,356</th>
<th>$1,728,750</th>
<th>$1,728,750</th>
</tr>
</thead>
<tbody>
<tr>
<td>B. In-kind Contributions</td>
<td>$150,000</td>
<td>$514,850</td>
<td>$514,850</td>
</tr>
<tr>
<td>E. Total Operating Income</td>
<td>$1,836,356</td>
<td>$2,243,600</td>
<td>$2,243,600</td>
</tr>
</tbody>
</table>

5. Additional Operating Budget Information (optional) - (Maximum characters 500.)

Use this space to provide the panel with additional detail or information about the operating budget. For example, if you have a budget deficit or there has been a large change in your operating budget compared with last fiscal year.

6. Paid Staff

☐ Applicant has no paid management staff.

☐ Applicant has at least one part-time paid management staff member (but no full-time)

☐ Applicant has one full-time paid management staff member

☐ Applicant has more than one full-time paid management staff member

7. Hours *

☐ Organization is open full-time

☐ Organization is open part-time
G. Management and Proposal Budget

1. Rural Economic Development Initiative (REDI) Waiver *
   - Yes
   - No

2. Proposal Budget Expenses:
   Detail estimated proposal expenses in the budget categories listed below. Include only expenses that specifically related to the proposal. You can find a list of non-allowable and match only expenses at http://dos.florida-arts.org/grants/guidelines/2017-2018.gps.guidelines.cfm#budget.

2.1. Personnel: Administrative *

<table>
<thead>
<tr>
<th>#</th>
<th>Description</th>
<th>Grant Funds</th>
<th>Cash Match</th>
<th>In-Kind Match</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Personnel: Administrative</td>
<td>$150,000</td>
<td>$141,900</td>
<td>$0</td>
<td>$291,900</td>
</tr>
</tbody>
</table>

Totals: $150,000 $141,900 $0 $291,900

2.2. Personnel: Programmatic *

<table>
<thead>
<tr>
<th>#</th>
<th>Description</th>
<th>Grant Funds</th>
<th>Cash Match</th>
<th>In-Kind Match</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Personnel: Programmatic</td>
<td>$0</td>
<td>$218,200</td>
<td>$0</td>
<td>$218,200</td>
</tr>
</tbody>
</table>

Totals: $0 $218,200 $0 $218,200

2.3. Personnel: Technical/Production *

<table>
<thead>
<tr>
<th>#</th>
<th>Description</th>
<th>Grant Funds</th>
<th>Cash Match</th>
<th>In-Kind Match</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Personnel: Technical/Production</td>
<td>$0</td>
<td>$73,500</td>
<td>$0</td>
<td>$73,500</td>
</tr>
</tbody>
</table>

Totals: $0 $73,500 $0 $73,500

2.4. Outside Fees and Services: Programmatic *
<table>
<thead>
<tr>
<th>#</th>
<th>Description</th>
<th>Grant Funds</th>
<th>Cash Match</th>
<th>In-Kind Match</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Outside Fees and Services: Programmatic</td>
<td>$0</td>
<td>$706,500</td>
<td>$0</td>
<td>$706,500</td>
</tr>
<tr>
<td></td>
<td><strong>Totals:</strong></td>
<td><strong>$0</strong></td>
<td><strong>$706,500</strong></td>
<td><strong>$0</strong></td>
<td><strong>$706,500</strong></td>
</tr>
</tbody>
</table>

2.5. Outside Fees and Services: Other *

<table>
<thead>
<tr>
<th>#</th>
<th>Description</th>
<th>Grant Funds</th>
<th>Cash Match</th>
<th>In-Kind Match</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Outside Fees and Services: Other</td>
<td>$0</td>
<td>$332,700</td>
<td>$0</td>
<td>$332,700</td>
</tr>
<tr>
<td></td>
<td><strong>Totals:</strong></td>
<td><strong>$0</strong></td>
<td><strong>$332,700</strong></td>
<td><strong>$0</strong></td>
<td><strong>$332,700</strong></td>
</tr>
</tbody>
</table>

2.6. Space Rental (match only) *

<table>
<thead>
<tr>
<th>#</th>
<th>Description</th>
<th>Cash Match</th>
<th>In-Kind Match</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Space Rental</td>
<td>$0</td>
<td>$487,850</td>
<td>$487,850</td>
</tr>
<tr>
<td></td>
<td><strong>Totals:</strong></td>
<td><strong>$0</strong></td>
<td><strong>$487,850</strong></td>
<td><strong>$487,850</strong></td>
</tr>
</tbody>
</table>

2.7. Travel (match only) *

<table>
<thead>
<tr>
<th>#</th>
<th>Description</th>
<th>Cash Match</th>
<th>In-Kind Match</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Travel</td>
<td>$500</td>
<td>$0</td>
<td>$500</td>
</tr>
<tr>
<td></td>
<td><strong>Totals:</strong></td>
<td><strong>$500</strong></td>
<td><strong>$0</strong></td>
<td><strong>$500</strong></td>
</tr>
</tbody>
</table>

2.9. Remaining Proposal Expenses *

<table>
<thead>
<tr>
<th>#</th>
<th>Description</th>
<th>Grant Funds</th>
<th>Cash Match</th>
<th>In-Kind Match</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Remaining Proposal Expenses</td>
<td>$0</td>
<td>$105,450</td>
<td>$0</td>
<td>$105,450</td>
</tr>
<tr>
<td></td>
<td><strong>Totals:</strong></td>
<td><strong>$0</strong></td>
<td><strong>$105,450</strong></td>
<td><strong>$0</strong></td>
<td><strong>$105,450</strong></td>
</tr>
</tbody>
</table>
Amount of Grant Funding Requested:
$150,000

Cash Match:
$1,578,750

In-Kind Match:
$487,850

Match Amount:
$2,066,600

Total Project Cost:
$2,216,600

3. Proposal Budget Income:
Detail the expected source of the cash match recorded in the expenses table in the budget categories listed below. Include only income that specifically relates to the proposal. The Proposal Budget income must equal the Proposal Budget expenses.

3.1. Revenue: Admissions *

<table>
<thead>
<tr>
<th>#</th>
<th>Description</th>
<th>Cash Match</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Revenue: Admissions</td>
<td>$58,000</td>
<td>$58,000</td>
</tr>
</tbody>
</table>

Totals: $0 $58,000 $58,000

3.2. Revenue: Contracted Services *

<table>
<thead>
<tr>
<th>#</th>
<th>Description</th>
<th>Cash Match</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Revenue: Contracted Services</td>
<td>$851,750</td>
<td>$851,750</td>
</tr>
</tbody>
</table>

Totals: $0 $851,750 $851,750

3.3. Revenue: Other *

<table>
<thead>
<tr>
<th>#</th>
<th>Description</th>
<th>Cash Match</th>
<th>Total</th>
</tr>
</thead>
</table>

Totals: $0 $134,000 $134,000
### 3.4. Private Support: Corporate *

<table>
<thead>
<tr>
<th>#</th>
<th>Description</th>
<th>Cash Match</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Private Support: Corporate</td>
<td>$410,000</td>
<td>$410,000</td>
</tr>
</tbody>
</table>

**Totals:**

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>$0</td>
<td>$410,000</td>
<td>$410,000</td>
<td></td>
</tr>
</tbody>
</table>

### 3.5. Private Support: Foundation *

<table>
<thead>
<tr>
<th>#</th>
<th>Description</th>
<th>Cash Match</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Private Support: Foundation</td>
<td>$25,000</td>
<td>$25,000</td>
</tr>
</tbody>
</table>

**Totals:**

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>$0</td>
<td>$25,000</td>
<td>$25,000</td>
<td></td>
</tr>
</tbody>
</table>

### 3.8. Government Support: Regional *

<table>
<thead>
<tr>
<th>#</th>
<th>Description</th>
<th>Cash Match</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Government Support: Regional</td>
<td>$9,000</td>
<td>$9,000</td>
</tr>
</tbody>
</table>

**Totals:**

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>$0</td>
<td>$9,000</td>
<td>$9,000</td>
<td></td>
</tr>
</tbody>
</table>

### 3.9. Government Support: Local/County *

<table>
<thead>
<tr>
<th>#</th>
<th>Description</th>
<th>Cash Match</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Government Support: Local/County</td>
<td>$91,000</td>
<td>$91,000</td>
</tr>
</tbody>
</table>

**Totals:**

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>$0</td>
<td>$91,000</td>
<td>$91,000</td>
<td></td>
</tr>
</tbody>
</table>

**Total Project Income:**

$2,216,600

### 3.11. Proposal Budget at a Glance
<table>
<thead>
<tr>
<th>Line</th>
<th>Item</th>
<th>Expenses</th>
<th>Income</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Request Amount</td>
<td>$150,000</td>
<td>$150,000</td>
<td>7%</td>
</tr>
<tr>
<td>B</td>
<td>Cash Match</td>
<td>$1,578,750</td>
<td>$1,578,750</td>
<td>71%</td>
</tr>
<tr>
<td></td>
<td>Total Cash</td>
<td>$1,728,750</td>
<td>$1,728,750</td>
<td>78%</td>
</tr>
<tr>
<td>C</td>
<td>In-Kind</td>
<td>$487,850</td>
<td>$487,850</td>
<td>22%</td>
</tr>
<tr>
<td></td>
<td>Total Proposal Budget</td>
<td>$2,216,600</td>
<td>$2,216,600</td>
<td>100%</td>
</tr>
</tbody>
</table>

4. **Additional Proposal Budget Information (optional) - (Maximum characters 500.)**

Use this space to provide the panel with additional detail or information about the proposal budget. For example, if you have more in-kind than you can include in the proposal budget you can list it here.
H. Accessibility

1. Describe how the facilities and proposal activities are accessible to all audiences and any plans that are in place to improve accessibility. *(Maximum characters 2500.)*

For example, explain use of accessibility symbols in marketing materials, accessibility of facilities and programming and/or target population. You can find resources on accessibility at [http://dos.myflorida.com/cultural/info-and-opportunities/resources-by-topic/accessibility/](http://dos.myflorida.com/cultural/info-and-opportunities/resources-by-topic/accessibility/). We encourage all applicants to include images in the support materials showing the use of accessibility symbols in marketing materials.

ArtServe is committed to the inclusion of all citizens in both its presented programs and its facilities. Great strides have been made during the current fiscal year to make improvements in both areas, and plan for future growth.

- The ArtServe facility is accessible and complies with stringent accessibility requirements of all Broward County and City of Fort Lauderdale facilities, as both of those government entities are the respective lessors and owners of the ArtServe property.
- Accessibility symbols are incorporated into all ArtServe marketing collateral.
- Key ArtServe rooms are identified by a braille panel at the door entrance.
- The Broward County Libraries Division employs an Access Services Manager, who oversees programs and services for library customers with disabilities and serves as a liaison between ArtServe staff, the public, library staff and the County’s ADA Coordinator.
- The Broward County Office of Equal Opportunity, Disability Affairs section provides annual training to staff on the Americans with Disabilities Act, supplemented by a presentation from the Access Services Manager.
- The County is extremely proactive in administering accessible facilities with ArtServe. In addition, disability sensitivity training was recently provided to library branch managers who assist ArtServe personnel.
- The ArtServe facility offers accessible parking and is conveniently served by public transportation with a County bus stop outside the front of the facility.
- Automatic doors and ramps allow for an accessible route into the building and through interior sections and hallways. Staff is available to assist anyone requiring extra attention. Every computer station and the reception desk area are wheelchair accessible and in compliance with ADA height and knee clearance requirements.
- ArtServe welcomes service animals and makes accommodations as needed/requested to any person with special needs
- ArtServe does not discriminate on the basis of disability in hiring or employment practices and complies with all regulations promulgated by the U.S. Equal Employment Opportunity Commission under Title I of the Americans with Disabilities Act (ADA).
- ArtServe continues to evaluate areas in need of accessibility improvement and works closely with County personnel to implement additional ADA requirements to ensure the best experience and accessibility for everyone in our community.
• ArtServe programming provides disability access to all its exhibits, events, classes and programs. American Sign Language interpretation is offered upon request.
• A funding assessment plan was initiated in FY17 to determine the feasibility of adding auxiliary aids such as TTs, audio tapes, or sign language interpreters. It is now in phase 2, with the development of a funding plan that will make ArtServe programs and activities fully accessible to people with communication impairments.

2. Policies and Procedures

☐ Yes

☐ No

3. Staff Person for Accessibility Compliance

☐ Yes

☐ No

3.1. If yes, what is the name of the staff person responsible for accessibility compliance?

Hal Axler

4. Section 504 Self Evaluation

☐ Yes, the applicant has completed the Section 504 Self Evaluation Workbook from the National Endowment for the Arts.

☐ Yes, the applicant completed the Abbreviated Accessibility Checklist.

☐ No, the applicant has not conducted an accessibility self-evaluation of its facilities and programs.

4.1. If yes, when was the evaluation completed?

4/1/2019
I. Attachments and Support Materials

Complete the support materials list using the following definitions.

- **Title**: A few brief but descriptive words. Example: "Support Letter from John Doe".
- **Description**: (optional) Additional details about the support materials that may be helpful to staff or panelists. Identify any works or artists featured in the materials. For larger documents, please indicate page number for DCA credit statement and/or logo.
- **File**: The file selected from your computer. For uploaded materials only. The following sizes and formats are allowed.

<table>
<thead>
<tr>
<th>Content Type</th>
<th>Format/extension</th>
<th>Maximum size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Images</td>
<td>.jpg or .gif</td>
<td>5 MB</td>
</tr>
<tr>
<td>documents</td>
<td>.pdf or .txt</td>
<td>10 MB</td>
</tr>
<tr>
<td>audio</td>
<td>.mp3</td>
<td>10 MB</td>
</tr>
<tr>
<td>video</td>
<td>.mp4, .mov, or .wmv</td>
<td>200 MB</td>
</tr>
</tbody>
</table>

1. Required Attachment List

Please upload your required attachments in the spaces provided.

1.1. Substitute W-9 Form

<table>
<thead>
<tr>
<th>File Name</th>
<th>File Size</th>
<th>Uploaded On</th>
<th>View (opens in new window)</th>
</tr>
</thead>
</table>

2. Support materials (Optional)

<table>
<thead>
<tr>
<th>File</th>
<th>Title</th>
<th>Description</th>
<th>Size</th>
<th>Type</th>
<th>View (opens in new window)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grant video re edit(1).mp4</td>
<td>Promotional Video</td>
<td>ArtServe promotional video showcasing the range of its activities and offerings</td>
<td>35110</td>
<td>[KB]</td>
<td>View file</td>
</tr>
<tr>
<td>File</td>
<td>Title</td>
<td>Description</td>
<td>Size</td>
<td>Type</td>
<td>View</td>
</tr>
<tr>
<td>---------------------------------------------------------------------</td>
<td>------------------------------------------</td>
<td>-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>-------</td>
<td>------</td>
<td>-----------</td>
</tr>
<tr>
<td>gps20ArtServe4 marketing collaterals.pdf</td>
<td>Marketing Collateral</td>
<td>ArtServe marketing collateral sampling of cards, posters, catalogs and digital promos that show the high quality of the materials and range of events and exhibits offered</td>
<td>7558</td>
<td>[KB]</td>
<td>View file</td>
</tr>
<tr>
<td>Personnel-Announcement-Craig-W-Johnson-FINAL.pdf</td>
<td>Announcement of New Executive Director</td>
<td>Press release announcing the appointment of ArtServe's new executive leadership</td>
<td>113</td>
<td>[KB]</td>
<td>View file</td>
</tr>
<tr>
<td>ANNUAL-18-final.pdf</td>
<td>Cooperative Marketing Program Annual Report</td>
<td>The Cooperative Marketing Program annual report shows the impact of ArtServe's media and marketing services.</td>
<td>9477</td>
<td>[KB]</td>
<td>View file</td>
</tr>
<tr>
<td>2018 ArtServeaudit.pdf</td>
<td>FY2018 Financial Audit</td>
<td>Auditors found ArtServe to be in good financial standing.</td>
<td>981</td>
<td>[KB]</td>
<td>View file</td>
</tr>
<tr>
<td>CEO cover letter ArtServe.pdf</td>
<td>Executive Director Cover Letter</td>
<td>Remarks from the Executive Director</td>
<td>163</td>
<td>[KB]</td>
<td>View file</td>
</tr>
</tbody>
</table>

2.1.
J. Review & Submit

1. Review and Submit

☑️ I hereby certify that I am authorized to submit this application on behalf of ArtServe, Inc. and that all information indicated is true and accurate. I acknowledge that my electronic signature below shall have the same legal effect as my written signature. I am aware that making a false statement or representation to the Department of State constitutes a third degree felony as provided for in s. 817.155, F.S., punishable as provided for by ss. 775.082, 775.083, and 775.084.

1.1. Guidelines Certification

☑️ I hereby certify that I have read and understand the guidelines and all application requirements for this grant program as outlined under section , Florida Statutes 265.286 and 1T-1.036, Florida Administrative Code.

1.2. Signature (Enter first and last name)

Craig Johnson